

Application Data Sheet

Application Information

Application number::	10/694,643
Filing Date::	10/27/03
Application Type::	Regular
Subject Matter::	Utility
Suggested classification::	
Suggested Group Art Unit::	
CD-ROM or CD-R??::	
Number of CD disks::	
Number of copies of CDs::	
Sequence Submission::	
Computer Readable Form (CRF)?::	
Number of copies of CRF::	
Title::	Selecting Ads For A Web Page Based On Keywords Located On The Web Page
Attorney Docket Number::	026296-000310US
Request for Early Publication::	No
Request for Non-Publication::	No
Suggested Drawing Figure::	
Total Drawing Sheets::	3
Small Entity?::	Yes
Latin name::	
Variety denomination name::	
Petition included?::	No
Petition Type::	
Licensed US Govt. Agency::	
Contract or Grant Numbers One::	
Secrecy Order in Parent Appl.::	No

Applicant Information

Applicant Authority Type:: Inventor
Primary Citizenship Country:: US
Status:: Full Capacity
Given Name:: William
Middle Name:: M.
Family Name:: Reller
Name Suffix::
City of Residence:: Seattle
State or Province of Residence:: WA
Country of Residence:: US
Street of Mailing Address:: 1955 20th Avenue East
City of Mailing Address:: Seattle
State or Province of mailing address:: WA
Country of mailing address:: US
Postal or Zip Code of mailing address:: 98112-2903

Applicant Authority Type:: Inventor
Primary Citizenship Country:: US
Status:: Full Capacity
Given Name:: Sean
Middle Name:: Patrick
Family Name:: Nolan
Name Suffix::
City of Residence:: Bellevue
State or Province of Residence:: WA
Country of Residence:: US
Street of Mailing Address:: 2824 140th Avenue Northeast
City of Mailing Address:: Bellevue
State or Province of mailing address:: WA

Country of mailing address:: US
Postal or Zip Code of mailing address:: 98005-1827

Correspondence Information

Correspondence Customer Number:: 20350

Representative Information

Representative Designation::	Representative Number::	Representative Name::
Primary	32,233	David A. Hall

Domestic Priority Information

Application::	Continuity Type::	Parent Application::	Parent Filing Date::
This Application	An Appn claiming benefit under 35 USC 119(e) of	60/421,507	10/25/02

Foreign Priority Information

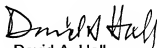
Country::	Application number::	Filing Date::
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Assignee Information

Assignee Name::	Medio Systems, Inc.
Street of mailing address::	One Convention Place, 701 Pike Street, 15th Floor
City of mailing address::	Seattle
State or Province of mailing address::	Washington
Country of mailing address::	US
Postal or Zip Code of mailing address::	98101

If the Examiner believes a telephone conference would expedite prosecution of this application, please telephone the undersigned at 858-350-6100.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "David A. Hall". The signature is stylized with a large, looped "D" and a cursive "Hall".

David A. Hall
Reg. No. 32,233

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Attachments
DAH:dah